100

113

人 120

111 112

110

115

114

153

人 160

151 152

150

154

155

170

136

136

133

130

131 132 135 138

134

137

205

The system 100 is ready to begin creating a web page 140 and displaying it in a system for dynamically trading information and services.

210

A provider of knowledge, goods or services 120 uses a client device 110 to contact the server device 130.

215

The provider 120 begins interacting with the computer program 135. The provider completes various data fields so as to provide the computer program with demographic data 141.

215

The demographic data 141 is stored in the database 137.

220

The provider 120 continues interacting with the computer program 135. The computer program 135 presents a step-wise series of choices 142 to the provider 120. A subsequent step in the series of choices 142 is generally responsive to the preceding choice made by the provider 120.

225

The computer program 135 generates a sample web page 140 based upon the provider's 120 responses to the step-wise series of choices 142 and presents it to the provider 120 for review.

230

The provider 120 reviews the web page 140. If necessary, the provider 120 continues to interact with the computer program 135 to make any changes in the web page 140.
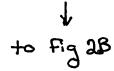
235

The computer program 135 stores a record of all of the provider's 120 choices in the database 137.

240

The computer program compares the demographic data 141 associated with the provider 120 to other demographic data provided by other providers.

to Fig 2B

245

The web page 140 is displayed at the particular web site 136 determined in the previous step. An end user 160 may access the web page 140 by going to the web site 136. End users 160 and providers 120 can dynamically trade goods, services and information by using the web pages 140 stored at the web site 136.

↓

250

The computer program generates a bill to be presented to provider 120. This bill may include fees for both the creation of the customized web page 140 and the display of the customized web page 140 on the web site 136.